Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously Presented) A method of polling interactive television viewers, the method comprising:

identifying a first pool of two or more entry elements;

selecting entry elements such that subsets of entry elements are defined;

configuring at least one polling request, each polling request including one of the subsets of entry elements, and each polling request prompting a viewer to evaluate at least some of the entry elements;

preparing a first evaluation round that includes at least the polling request;

connecting to one or more set top systems of one or more interactive television viewers;

sending the first evaluation round to the one or more set top systems of the one or more interactive television viewers;

receiving responses to the first evaluation round;

identifying a second pool of revised elements that reflect more popular elements as identified in the first evaluation round such that the second pool includes fewer elements than the first pool;

selecting revised elements such that subsets of revised elements are defined;

configuring at least one second polling request, each second polling request including one of the subsets of revised elements, and each second polling request prompting a viewer to evaluate the revised elements selected from the second pool; and

preparing a subsequent evaluation round that includes at least the second polling request.

2. (Previously Presented) The method of claim 1 wherein the first and second polling requests have two different sets of elements.

3. (Previously Presented) The method of claim 1 wherein each element appearing in the polling request is different from the every other element appearing in the polling request.

4. (Previously Presented) The method of claim 1 wherein identifying a second poll of revised elements includes tallying the responses to the first evaluation round that have been received after a time limit.

5. (Previously Presented) The method of claim 4 wherein the time limit is applied relative to a period that begins when the first evaluation round is initially displayed to an interactive television viewer.

6. (Original) The method of claim 4 wherein the time limit is common to all of the interactive television viewers.

7. (Previously Presented) The method of claim 1 further comprising displaying particular content to the interactive television viewers based on evaluating the responses to the first evaluation round.

8. (Original) The method of claim 7 wherein the particular content includes a graphical user interface.

9. (Original) The method of claim 7 wherein the particular content includes multimedia data.

10. (Original) The method of claim 7 wherein displaying particular content to the interactive television viewer comprises displaying the particular content using the set top system.

11. (Original) The method of claim 1 further comprising designating polling rules for targeting the interactive television viewers.

12. (Original) The method of claim 11 further comprising determining context information of interactive television viewers.

13. (Original) The method of claim 12 further comprising applying the targeting rules to the context information to identify targeted interactive television viewers.

14. (Original) The method of claim 12 wherein determining the context information includes determining television programming being viewed by an interactive television viewer at a particular time.

15. (Original) The method of claim 14 wherein determining television programming being viewed comprises determining the television programming tuned to by a set top box.

16. (Original) The method of claim 14 wherein determining television programming being viewed comprises determining the television programming using an EPG.

17. (Original) The method of claim 1 further comprising determining context information associated with television programming available for delivery to the interactive television viewer.

18. (Original) The method of claim 17 wherein determining the context information associated with the television programming comprises determining context information based upon a television signal received by a set top box.

19. (Original) The method of claim 17 wherein determining context information associated with the television programming comprises determining context information based upon a channel identification number.

20. (Original) The method of claim 17 wherein determining context information associated with the television programming comprises determining context information based upon a broadcaster identifier.

21. (Previously Presented) The method of 17 wherein preparing the first evaluation round includes preparing the polling requests based on context information associated with the television programming.

22. (Original) The method of claim 17 wherein determining context information associated with the television programming comprises determining context information based upon a television series.

23. (Original) The method of claim 17 wherein determining context information associated with the television programming comprises determining context information based upon an episode of a television show.

24. (Original) The method of claim 17 wherein determining context information associated with the television programming comprises determining context information based upon an EPG identity.

25. (Original) The method of claim 17 wherein determining context information associated with the television programming comprises determining context information based upon a program content category.

26. (Currently Amended) The method of claim 1 wherein sending [[the]] the first evaluation round, that includes at least the polling request, includes prompting the interactive television viewer to select one element in the polling request of two or more elements.

27. (Previously Presented) The method of claim 1 wherein sending the first evaluation round includes prompting an interactive television viewer to rank order a list of elements.

28. (Previously Presented) The method of claim 1 wherein identifying the revised elements in the subsequent evaluation round includes a most selected element in a first polling request and a most selected element in a second polling request.

29. (Previously Presented) The method of claim 28 wherein the subsequent evaluation round continues until there is one element that has not been selected to a lesser degree than other elements in any polling request of the most selected elements and the other elements.

30. (Previously Presented) The method of claim 1 wherein identifying a second pool of revised elements includes determining which element in the polling request received the most votes.

31. (Previously Presented) The method of claim 1 wherein identifying a second pool of revised elements includes a least selected element in a first polling request and a least selected element in a second polling request.

32. (Previously Presented) The method of claim 1 wherein sending the first evaluation round includes sending an instant message.

33. (Previously Presented) The method of claim 1 wherein sending the first evaluation round includes sending an electronic mail message.

34. (Previously Presented) The method of claim 1 wherein sending the first evaluation round includes sending a display to overlay television programming.

35. (Previously Presented) A method of participating in an interactive television poll, the method comprising:
    connecting to a host;
    receiving a first evaluation round;

completing the first evaluation round;

transmitting the responses to the first evaluation round; and

receiving a subsequent evaluation round including revised elements that reflect more popular elements as identified in the first evaluation round.

36. (Previously Presented) A communications apparatus for polling interactive television viewers, the apparatus configured to:

identify a first pool of two or more entry elements;

select entry elements such that subsets of entry elements are defined;

configure at least one polling request, each polling request including one of the subsets of entry elements, and each polling request prompting a viewer to evaluate at least some of the entry elements;

prepare a first evaluation round that includes at least the polling request;

connect to one or more set top systems of one or more interactive television viewers;

send the first evaluation round to the one or more set top systems of the one or more interactive television viewers;

receive responses to the first evaluation round;

identify a second pool of revised elements that reflect more popular elements as identified in the first evaluation round such that the second pool includes fewer elements than the first pool;

select revised elements such that subsets of revised elements are defined;

configure a second polling request, each second polling request including one of the subsets of revised elements, and each second pooling request prompting the viewer to evaluate the revised elements selected from the second pool; and

prepare a subsequent evaluation round that includes at least the second polling request.

37. (Previously Presented) A communications apparatus for participating in interactive television polling, the apparatus configured to:

connecting to a host;

receiving a first evaluation round;

completing the first evaluation round;

transmitting the responses to the first evaluation round; and

receiving a subsequent evaluation round including revised elements that reflect more

popular elements as identified in the first evaluation round.

38. (Previously Presented) A computer program for polling interactive television

viewers, the computer program being stored on a tangible computer readable medium and

comprising instructions for:

identifying a first pool of two or more entry elements;

selecting entry elements such that subsets of entry elements are defined;

configuring at least one polling request, each polling request including one of the subsets

of entry elements, and each polling request prompting a viewer to evaluate at least some of the

entry elements;

preparing a first evaluation round that includes at least the polling request;

connecting to one or more set top systems of one or more interactive television viewers;

sending the first evaluation round to the one or more set top systems of the one or more

interactive television viewers;

receiving responses to the first evaluation round;

identifying a second pool of revised elements that reflect more popular elements as

identified in the first evaluation round such that the second pool includes fewer elements than the

first pool;

selecting revised elements such that subsets of revised elements are defined;

configuring at least one second polling request, each second polling request including one

of the subsets of revised elements, and each second polling request prompting a viewer to

evaluate the revised elements selected from the second pool; and

preparing a subsequent evaluation round that includes at least the second polling request.

39. (Previously Presented) A computer program for participating in interactive television

polling, the computer program being stored on a tangible computer readable medium and

comprising instructions for:

Applicant : William Houghton   Attorney's Docket No.: 06975-164001 / AOLTV 19
Serial No. : 10/090,803
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Page   : 9 of 14

connecting to a host;

receiving a first evaluation round;

completing the first evaluation round;

transmitting the responses to the first evaluation round; and

receiving a subsequent evaluation round including revised elements that reflect more popular elements as identified in the first evaluation round.

40.   (Previously Presented) The method of claim 1, wherein at least one of the subsets of entry elements shares a common entry element with another of the subsets of entry elements.